

BAYAN ITANI

Customer Success Manager | Client Relations | EdTech SaaS
Beirut, Lebanon · +961 3 024 587 · bayanitani@gmail.com · LinkedIn

Open to relocation (MENA or EU/UK) and remote roles in any time zone

PROFESSIONAL SUMMARY

Customer Success Manager with nearly 6 years leading client relations and CX operations at Kamkalima, a leading Arabic EdTech SaaS platform. Currently leading a 2-person CX team accountable for an annual renewal and retention revenue target exceeding \$200,000, achieving 85% attainment. Proven track record of reducing churn from 30% to 18% in one cycle, achieving NPS above 80, and onboarding 100+ schools across 13 EMEA countries in two languages. Skilled at identifying customer needs through market research and structured feedback loops, and experienced in HubSpot Service Hub implementation, AI-assisted support workflows, bilingual content, and cross-functional stakeholder management. Strong written and verbal communication and presentation skills, detail-oriented, and effective at building scalable retention and engagement programs for B2B SaaS environments. Seeking a Customer Success or Client Relations role in European EdTech or FinTech.

PROFESSIONAL EXPERIENCE

Customer Experience Lead

Mar 2026 – Present

Kamkalima Ltd. · Remote

- Co-leading customer experience operations with the COO, acting as CX focal point across the MENA region.
- Leading a 2-person CX team accountable for an annual renewal and retention revenue target exceeding \$200,000, achieving 85% attainment.
- Owning renewal and upsell conversations across the account portfolio, coordinating with leadership on pricing and contract terms.
- Owning CX reporting and handling day-to-day customer experience requests.
- Setting the agenda and driving Kamkalima's CX scrums to keep the team aligned on priorities.
- Advising on CRM workflows and customer success best practices to ensure continuity of service quality.

Head of Client Acquisition & Relationships (Freelance, concurrent)

Jan 2026 – Present

iMultiChannel Ltd. · Remote

- Managing inbound lead communications for two companies through the Amazon Service Provider Network (SPN), handling end-to-end follow-up and qualification.
- Driving new client revenue through structured lead nurturing and email outreach, converting prospects into paying clients on a commission basis.

Customer Experience Manager (Customer Success)

Jul 2024 – Feb 2026

Kamkalima Ltd. · Hybrid – Beirut

- Designed bilingual onboarding programs for 100+ schools across 13 EMEA countries, reducing time-to-value for new institutional clients.
- Maintained relationships with 500+ teacher and admin users annually, achieving NPS above 80 and reducing churn from 30% to 18% within one academic year.
- Fully handled and set up HubSpot Service Hub's customer experience integration, including AI-assisted workflows, centralizing CX operations and enabling data-driven support.
- Wrote UI content, primarily in Arabic, across multiple user experiences to support platform localization.
- Launched a referral program to drive new-account growth, alongside a WhatsApp support channel to strengthen retention.

Creative Engagement Specialist

Oct 2021 – Jun 2024

Kamkalima Ltd. · Hybrid – Beirut

- Established student and teacher advisory boards, conducting ongoing market research to surface customer needs and create structured feedback loops between users and the product team.
- Launched the company's annual digital reading challenge program.
- Delivered a workshop, 'Escape the Classroom: Fostering Critical Thinking Skills Through Online Web Quests,' at the World Innovation Summit for Education (WISE).

- Managed Kamkalima's first online course project, in collaboration with the Aanaab platform, on differentiated learning for Arabic language teachers.
- Ran the teacher professional development program for two consecutive years, organically growing outreach to 2,300 attendees.

Customer Success Officer

Oct 2020 – Sep 2021

Kamkalima Ltd. · Hybrid – Beirut

- Proactively managed around 35 business accounts, covering approximately 10,000 users.
- Led Kamkalima's first Arabic language conference end-to-end.
- Produced 25+ video tutorials on product usage to support new user activation.
- Planned Kamkalima's first QuickSight dashboard for insights and analytics on product usage and trends.

Administrative & Communication Officer

Jan 2019 – Sep 2020

Caisse Nationale de Sécurité Sociale (National Social Security Fund) · Beirut

- Supported the drafting and preparation of 4 company annual reports.
- Served as communication focal point for the EU Project 'Reinforcement of the National Social Security Fund.'
- Managed CNSS's social media pages (Facebook, Twitter).

Communication Officer

Aug 2016 – Dec 2017

American Near East Refugee Aid (ANERA) · Beirut

- Managed country-level communication activities for education, life skills, sports, health, and environmental programs, including photography, videography, social media presence, design, and reporting.

EDUCATION

Master of Arts (MA), Sociology with concentration on Communication

2011 – 2015

American University of Beirut

Thesis published in Contemporary Arab Affairs, Vol. 9, No. 4 (Taylor & Francis, 2016)

Bachelor of Arts (BA), Communication Arts

2006 – 2009

Lebanese American University

Recipient of the Highest Average Award, Faculty of Arts and Sciences, 2008–2009

CORE SKILLS & TOOLS

Customer Success: Customer Success Management, Churn Reduction, Account Management, Client Relationship Management, Customer Retention, SaaS Onboarding, Escalation Management, NPS, CSAT

Growth & Insights: Renewal Management, Upselling, Renewal & Retention Strategy, Growth & Expansion Initiatives, New Business Development, Customer Journey Mapping, Customer Needs Assessment, Market Research, Voice of Customer (VoC), Customer Advocacy

Soft Skills: Communication Skills (Written and Verbal), Presentation Skills, Detail-Oriented, Cross-Functional Collaboration, Stakeholder Management, Negotiation, Problem-Solving, Time Management, Multitasking

Tools & Platforms: HubSpot Service Hub, AI-Assisted Support Tools, Freshworks CRM, Jira, QuickSight, Google Workspace, Microsoft Office, Slack, Zoom, Canva, Mailchimp

Languages: Arabic (Native), English (Fluent – ECCTIS C1 Certified), French (Basic)

Certifications: Google Project Management Professional Certificate (2025), HubSpot Service Hub (2024), Agile Project Management – Google (2024)

SELECTED ACHIEVEMENTS & SPEAKING

- WISE Speaker – 'Escape the Classroom: Fostering Critical Thinking Through Online Web Quests,' World Innovation Summit for Education, Doha, 2021
- TEDx LAU Speaker – 'On Our Capacity to Change in Lebanon,' TEDx LAU: Winds of Change, Beirut, 2018
- Published children's author (Arabic) with Al Futtaim Education Foundation, Kshmsh, and Kamkalima; freelance writing/translation for University College London, University of Calgary, and Union of Relief and Development Associations.